

**MARKETING STRATEGY OF NEPAL
TOURISM BOARD**

A Thesis

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RECOMMENDATION

This is to certify that the thesis

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Entitled:

MARKETING STRATEGY OF NEPAL TOURISM BOARD

has been prepared as approved by this department in the prescribed format of faculty of Management. This thesis is forwarded for examination.

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And found the thesis to be the original work of the student written according to the prescribed format. We recommended the thesis to be accepted as partial fulfillment of the requirements for the degree of

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DECLARATION

I hereby declare that the work reported in this thesis entitled **Marketing Strategy of Nepal Tourism Board** submitted to the Office of the Dean, Faculty of Management, Tribhuvan University is my original work. It is done in the form of partial fulfillment of the requirement for the Master of Business Studies (MBS) under the supervision and guidance of Mr. Gopal Thapa of Nepal Commerce Campus.

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ABBREVIATIONS

ASTA	:	American Society of Travel Agent
C.V.	:	Coefficient of Variation
FAM	:	Familiarization Tours
FAO	:	Food & Agricultural Organization
GDP	:	Gross Domestic Product
GON	:	Government of Nepal
HAN	:	Hotel Association of Nepal
Hon'ble	:	Honorable
IUOTO	:	International Union of Official Travel Organization
LTC	:	Leave Travel Concession
MICE	:	Meeting, Incentives, Conference, exhibitions
MOTCA	:	Ministry of Tourism and Civil Aviation
MOU	:	Memorandum of understanding
NAC	:	Nepal Airlines Corporation
NATA	:	Nepal Association of Travel Agents
NATO	:	Nepal Association of Tour Operators
NRB	:	Nepal Rastra Bank
NRN	:	Non-Resident Nepali
NTB	:	Nepal Tourism Board
NTY	:	Nepal Tourism Year
PATA	:	The Pacific Area Travel Association
S.D.	:	Standard Deviation
SATC	:	South Asian Travel Commission
TIA	:	Tribhuvan International Airport
UFTAA	:	United Federation of Travel Agents Associations
UNESCO	:	United Nation Educational, Scientific and Cultural Organization
UNO	:	United Nations Organization
VNY	:	Visit Nepal Year
WHO	:	World Health Organization
WTO	:	World Trade Organization